

The Waunakee Brownfield Process...From Rubble to Recreation

Presenter:

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Brief History of Waunakee's Brownfield Project

- ✓ In early 1997, the canning factory employed 25 FTE and 300 seasonal workers and shipped 4 million 24-can cases of vegetables. In Sept. 1997, Chiquita purchased the property for \$110 million
- ✓ In January 1998, Stokely Canning closed its doors in Waunakee, having operated on that site since 1924.
- ✓ Site sat dormant until 2000 when a developer proposed 128 unit condos but was rejected by neighbors and Village Board.
- ✓ In 2001, Cannery Row, Inc. acquired property and proposed 77 senior housing apartments.

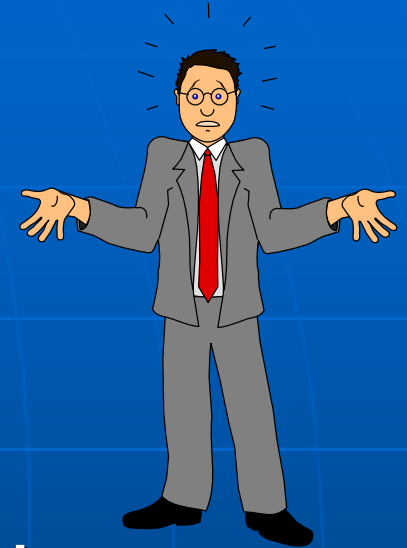
Brief History of Waunakee's Brownfield Project

- ✓ Canning Row and Village joined in public private partnership; resulted in Cannery Row Senior Housing and sale of two parcels to the Village of Waunakee
- ✓ The decision to construct the Recreation Facility on this site took many years of study, public meetings, and considerable debate and foresight.
- ✓ Demolition, site clearance, remediation, ACM abatement, property acquisition costs, regional stormwater detention basin design and construction, and nature trail design and construction were made possible through unique combination of public grants, capitol borrowing.

KEY BARRIERS TO THE WAUNAKEE REDEVELOPMENT

➤ Uncertainty about:

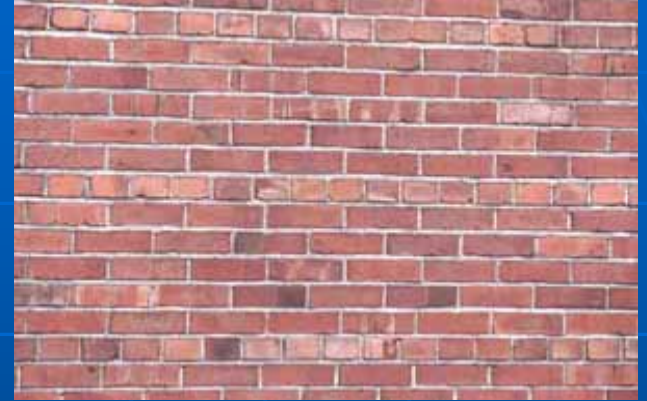
- ✓ Environmental Regulations/Reporting Obligations
- ✓ Responsible Party “Issues”
- ✓ Developer Financing Concerns
- ✓ Scheduling: Grant Submission & Award Timeline
- ✓ Public Support and Community Financing via impact Fees
- ✓ What happens if we didn't get grant \$\$
- ✓ What is “Plan B” for siting the Recreation Facility



KEY BARRIER TO THE WAUNAKEE BROWNFIELD REDEVELOPMENT

Uncertainty - Permeated nearly every aspect of the process, making village board members and residents hesitant to get involved. Patience is a virtue and cannot be overstated.

The Village needed a “helping hand.”



What Role Did Ayres Play in the Grant, Remediation, and Demolition Process?

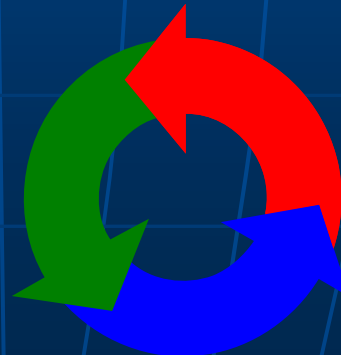
Served as a “lynchpin” in the Brownfield redevelopment process through active communication and education of stakeholders



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Why Was This Brownfield Project Successful?

“Synergy” – the cooperative force that linked the developers, Waunakee citizens, and state, federal, and the local Waunakee municipal government for the betterment of all.



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Aerial View of Project Site



Historical Photo of Old Stokely Canning Factory in Waunakee

WAUNAKEE TRIBUNE, Thursday, Aug. 5, 1971--Section 1, Page 11



CANNING FACTORY WAUNAKEE WIS. 1-23

Canning Factory in 1923.

Aerial View of Project

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Waunakee Brownfield Redevelopment



Waunakee, WI



11/08/2001

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Parcel B – Stokely Canning Factory Prior to Deconstruction



Waunakee Stokely Canning Factory Demolition





“After” Photograph of Waunakee Village Center



Parcel C – Vegetable Washing Area Area Prior to Deconstruction



Parcel C – Vegetable Washing Area During Deconstruction



Parcel C – “After” Reconstruction



“After” Photograph of Cannery Row Senior Housing on Parcel A



Waunakee Brownfield Redevelopment

Grants Awarded

- ✓ \$ 625,000 Commerce Brownfield Grant (2002)
- ✓ \$ 100,000 DNR Site Assessment Grant (2002)
- ✓ \$ 150,000 DNR Urban Non-point Source (2002)
- ✓ \$ 60,000 DNR Site Assessment Grant (2003)
- ✓ \$ 233,500 DNR Stewardship Grant (2003)
- ✓ \$ 100,000 CDBG (2003)
- ✓ \$ 60,000 CDBG (2002)
- \$1,228,500 Total

Waunakee, WI

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QUESTIONS.....



“Make no small plans; for they have not the power to stir men’s souls...make big plans, aim high in hope, and then work hard.”

--- Daniel Burnham ---

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